

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4129
ANSWERED ON:23.03.2001
COMPETITION DUE TO PRIVATE CHANNEL
AMBATI BRAHMANAIAH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Doordarshan has any plan to meet the challenges posed by private TV channels;
- (b) if so, whether Doordarshan is ignoring Regional News Channels and Regional News units are not collecting news properly;
- (c) if so, the Government propose to improve and motivate the functioning of DD to retain its audiences; and
- (d) if so, the details of plans in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir. While the focus of the private TV Channels is more on entertainment, the role of Doordarshan as a public service broadcaster is different. Doordarshan is constantly making efforts to improve the quality of programmes and retain its viewership. This is an ongoing process.

(b): Regional Kendras of Doordarshan originate regional news, emphasize news of regional significance and provide wholesome news in the regional language bulletin.

(c): Doordarshan has recently upgraded most of its channels to 24 hour Channels, packaged the channels, improved their content and is attempting to professionalise their functioning.

(d): The fixed point chart and programme schedules of the channels are reviewed periodically to incorporate necessary changes as per the programming requirements of the channels. Programmes of new genres are being telecast to include channel-driving programmes. Programmes of various genres, reality television shows, music talent search programmes etc. are being planned. Programmes on great Indian personalities like Mahatma Gandhi, Chhatrapati Shivaji etc. are also being planned for educating the younger generation about our history and contribution made by the freedom fighters. This apart, packaging of channels for slick presentation is also being executed from time to time for better viewer attraction.